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## EDITORS DECIDE TO REORGANIZE

Nebraska Press Association Adopts Edgcombe's Plan.

TO HAVE SALARIED SECRETARY

Paid Official Will Look After Affairs of Association—Convention Adopts Resolution Against Government Printing Envelopes.

Omaha, June 8.—A "smoker" and entertainment given by the Omaha Ad club at the Rome garden last evening was the farewell feature of the Nebraska Press association convention, closing what is conceded on every hand to be the greatest gathering in the history of the association from the standpoint of interest, entertainment and attendance.

Aside from the address of Courtland Smith, vice president and general manager of the American Press association, and a few words of felicitation from Penn P. Fodrea in behalf of the ad men, the closing session was given over to light entertainment, the three strenuous days spent by the visiting editors and women in Omaha making the restful entertainment in the cool garden decidedly appropriate.

What the editors think of the reception accorded them in Omaha is shown in a measure by the resolutions passed at the closing business session in the afternoon. The resolutions abound in the heartiest and sincerest expressions towards the Commercial club and the city in general.

In addition to the good words for all who contributed towards the signal success of the great gathering, the association placed itself on record in favor of a state bureau of publicity and heartily indorsed the project to place "markers" along the course of the Oregon trail.

**Editors Propose to Reorganize.**

The plan proposed by F. O. Edgcombe for the Nebraska Press association was provisionally adopted. The plan provides for a permanent secretary, who shall be the present incumbent, C. C. Johns of Grand Island. The membership is to be divided into two classes. All members who want the benefit of the work of the paid secretary shall subscribe to a fund to maintain the office. In towns under 1,000 people they shall pay \$6 a year; in towns up to 4,000, \$12, and in larger towns than 4,000, \$15.

A committee to reorganize on this system consists of W. A. Campoll of Omaha, F. O. Edgcombe of Geneva and Ross Hammond of Fremont.

The memorial committee reported resolutions of sorrow for the death of H. C. Wells of Crete, Rosa Hudsorth of Stuart, Mrs. D. H. Cronin of O'Neill and Mrs. C. C. Johns of Grand Island.

C. C. Johns, who has begun his fourth term as secretary, was given a handsome gold watch as a token of appreciation. A resolution was adopted against the printing of envelopes by the government in competition with local offices, and resolutions of thanks were passed for all the people who have contributed to the entertainment of the convention.

**Proceedings in Detail.**

The opening session of the thirty-ninth annual convention of the Nebraska Press association Monday was devoted to welcoming addresses and the appointment of committees.

Almost 100 of the editorial and business managers of Nebraska newspapers were assembled Tuesday morning for the second day of the convention. Sheridan Ploughe, president of the national association, spoke upon the present attitude of the postal department. Mr. Ploughe, who is a very popular leader among newspaper men, was a member of the national committee which went to Washington to investigate the question of the printing of envelopes by the government and the raising of postal rates on published matter. He described the methods in use for printing envelopes and voiced the protest of publishers generally against any increase in postal rates on second class matter.

Miss Eunice Haskins, editor of the "Press" of Stella, one of the woman editors who have been successful in their work, spoke of the ideals of small town newspaper work and made a plea for a higher standard.

"The editor of a newspaper should keep up the dignity of the publication," she said, "by insisting upon respect for the business ideas of the work and people should be taught to pay for what they get in a newspaper." Arthur V. Shaffer of Shaffer's Record of Alma spoke of "Personality in the Business."

**Editors Visit South Omaha.**

South Omaha and the management of the Union Stock yards vied successfully with the hospitable efforts of Omaha in the entertainment of the editors, who held the second day's session Tuesday in the Live Stock exchange at the Union Stock yards.

Over 100 editors with the ladies of their families arrived from Omaha immediately before noon in special cars. The company was immediately escorted to the Union Stock yards, where the visitors were taken on a tour of inspection through the different departments of the great plant. At 12:30 a dainty lunch was served in the dining hall of the exchange building, where about 400 of the visitors partook of the company's hospitality. The

course of the lunch was enlivened by Dimmock's band.

After dinner 700 employees of the Union Stock yards deployed before the visitors. A photograph of the assembly was then taken, after which the ladies of the party were taken for a trip to Fort Crook and the delegates retired to the Exchange dining room for a business session. At the session the following officers were elected: J. M. Tanner of South Omaha, president; H. G. Taylor of Central City vice president; C. C. Johns of Grand Island, secretary-treasurer, and Miss Eunice Haskins of Stella, corresponding secretary.

**South Omaha's Welcome.**

At the lunch, Senator J. M. Tanner of South Omaha, acted as toastmaster and introduced the speakers. Senator Tanner, in behalf of the men engaged in the live stock industry, the local newspaper men, the South Omaha Commercial club, the bankers, merchants and citizens in general, extended the visiting editors a most cordial welcome to South Omaha.

Bruce McCulloch, editor of the Journal-Stockman, was then introduced. Mr. McCulloch paid a high tribute to the womanhood of the state, whom, he said, had done their full part in making Nebraska what it is today.

James H. Van Dusen paid a tribute to the honorable profession of the press, of which, he said, he had at one time been a member.

Before taking up the business of the session the guests viewed the parade of the stock yards employees, who, to the number of 700, marched by the exchange buildings. Each department of the company was represented in the parade, and a moving picture of the whole was taken.

**C. C. Rosewater on "Advertising."**

When the business session convened Charles C. Rosewater, general manager of the Omaha Bee, took up the subject of "Advertising." Mr. Rosewater went into practical details of the business, and his address was listened to with close attention. The speaker said that while the association had a social side, it was certainly not the main object of the delegates. He declared that newspapers live by their advertising, no matter how high their editorial ideals may be. Advertising was a matter of paramount importance and the possible source for a large amount of revenue to any publisher.

Mr. Rosewater discussed rates of newspapers, and country newspapers in particular. He insisted on the maintenance of a flat rate, even in the face of greater business at lower rates. He quoted copiously from the leading advertising agencies of the country in support of his position.

If advertising companies found fault with country newspapers, the speaker urged that the country newspaper study the cause of the objection raised against them and benefit thereby. If publishers are honest, newspaper advertising will always pay. A remedy for all the ills confronting publishers today is plenty of good backbone. He defined advertising as the repetition of one or similar things covering a considerable period of time.

**Maupin for Publicity.**

Will B. Maupin of Lincoln read a paper entitled "Nebraska as It Should Be Known." The paper was replete with information on the state and closed with a poem.

Several motions in favor of the publicity bill were voted down because of the rule of the association forbidding interference in questions of a political nature. Will Maupin put the association on record as favoring a bureau of publicity and reform.

Discussing the next meeting place, Will Campbell of the Omaha Commercial club extended a hearty welcome to the visitors for the next year or any year. By rule of the organization the next meeting must be held in the state capital.

**Editors Guests at Dinner.**

What Ross Hammond termed a "gabfest," following a reception and dinner at the Field club, in which the Commercial club acted as the host, was another event in Omaha's entertainment of the Nebraska Press association. The development of Nebraska and Omaha was the principal theme of each speaker's address, but many divergent views on questions of public policy were expressed. The large dance hall of the club, which was turned into a banquet room, was comfortably filled.

G. W. Wattles, president of the Omaha and Council Bluffs street railway; Rome Miller of the Rome hotel, Ross Hammond of Fremont, Gerrit Fort, passenger traffic manager of the Union Pacific, and former Congressman John L. Kennedy were the speakers. Francis A. Brogan, chairman, explained that A. L. Bixby of Lincoln, of the Nebraska State Journal, could not fill the place on the program assigned to him. Mr. Fort and Mr. Kennedy took his place.

Mr. Wattles made a plea for due respect to property as well as to personal rights, asking the editors to treat the former with respect in judicious proportion to the latter. "Prosecution must not become persecution," he said.

**Wattles Pleads for Capital.**

The speaker added that with the present attitude toward public service corporations in Omaha, no capitalist would invest money in interurban lines in this state. "Capital is timid, and the real investor will demand some assurance eventually of a fair recompense on his investment, which will not be coming to him while the state still is in the constructive years," he continued.

"We are in a new era. Whether we were spanked into it, or whether we came to it through a spirit of altruism, I will not attempt to say." Mr.

fort said. "The Union Pacific is facing issues squarely for the people. Every attempt is being made toward the settlement and growth of this state by the road. Our advertising appropriation last year was \$500,000. This is bringing to notice of the people of the east the opportunities that await them in the territory that is contiguous to Omaha."

Through gatherings like the editors' convention, Mr. Hammond averred, the people of the state and the metropolis are brought to a better understanding.

Mr. Hammond decried what he termed was an attitude of fear for the point of view of the press toward capital that was implied in Mr. Wattles' address.

"As the press becomes acquisitive, it becomes conservative. What I mean is that the prosperous press of today will treat property rights with all due respect," Mr. Hammond said. "I wish to allay the fears of Mr. Wattles on that point."

**Wednesday's Proceedings.**

The addresses of Wednesday morning were by Willis E. Reed of Madison, who spoke upon "The Country Editor and the Country Lawyer." A. L. Gale spoke on "Personal Service of the Advertiser." W. N. Huse of Norfolk, whose paper was read by his son, on "Advertising Ourselves," and by J. W. Thomas of the Alliance Herald on "Advertising Rates." A. W. Ladd of the Albion News conducted a round table.

At the noon luncheon given by the printing material houses of Omaha at the Rome, Mr. Davidson presided over an enjoyable program and the Rev. John Matthews of the First Baptist church delivered the principal address.

The minister held up high ideals before the association and pleaded for "grit, grace and gumption," which qualities, he asserted, are necessary to bring about the publication of only clean news, editorials and advertising.

The afternoon program contained the following papers: "Consolidations," F. O. Edgcombe, Geneva Sentinel; "Clubbing Our Papers," Don C. Van Dusen, Blair Pilot; "The Solicitor," R. B. Waquist, Hastings Democrat; "Departments Possible for the Country Paper," Edgar Howard, Columbus Telegram.

**Reed Proposes "Press Day."**

That in recognition of what the press has done, is doing and will continue to do there should be set aside a holiday known as "Press Day," was an idea set in motion by Willis E. Reed of Madison, in his address.

"I have thought it but a just reward for the great benefits which the press is doing for humanity as a public benefactor, that not only our state but our nation as well, should set aside a holiday upon which we all can meet, observe, pay due reverence and respect to this great pillar of liberty throughout the land," said Mr. Reed, in speaking of the plan, towards the close of his remarks.

"Let it be known as 'Press Day,' through which freedom of thought and conscience may ever have expression without restriction, without discrimination, bias or prejudice; becoming crusaders of the Twentieth century as disciples of truth and justice in the interests of every man, woman and child in every land and clime."

It was a pleasing tribute to their efforts, which the editors were quick to appreciate and the speaker was roundly applauded.

**Words of Farewell.**

Colonel T. W. McCulloch of the Omaha Bee delivered the farewell address, which he said was no farewell, but a passing greeting until the next occasion. He told of his own early printing experiences, when he was foreman in an office in which ex-President Wood was the "devil." Senator J. M. Tanner, the new president, responded.

Speech weary and tired from the successive rounds of dinners and luncheons, the editors were regaled last night with song and joke as the closing festivity of what was considered by the visitors as the most successful convention in the history of the Nebraska Press association.

The banquet hall of the Rome hotel was filled at the buffet luncheon in which the Bee was the host. Following the luncheon the Omaha Ad club entertained in the Rome summer garden. Amenities were observed by two short speeches, but vaudeville with open air entertainments filled the most of the program.

Courtland Smith, vice president and general manager of the American Press association, addressed the newspaper men upon technical subjects.

A real black face comedian sang a song which was intended to raise the corners of mouths that were inclined to droop with weariness. And it did. Said song was of the typical "coon" variety and the singer declared that chicken "any old way at all" looked good to him.

Then a red haired youth with a good natured smile shouted all about a certain chord that is a prerogative of "tonorial parlors." His smile fitted in with the refreshing breeze that came in over the fence surrounding the garden and helped make the evening all the more restful.

After shouting a coon song, a girl with a yellow frock and a red ribbon in her hair donned a "Tommy Atkins" cap and danced to the tune of a popular American air. But no one seemed to care about the incongruity. And so it was throughout the evening. Motion pictures displayed an equal proportion of comedy and heart throbbing and helped in the effort to leave a pleasant impression in the minds of the writers of "heavies."

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